**New Law: New intellectual property and innovation law in France:**

The French government has enacted a new intellectual property and innovation law, which will come into effect on January 1, 2024. The new law aims to ensure the fairness, transparency, and integrity of the intellectual property and innovation in France, and to promote the growth, competitiveness, and innovation of businesses and organizations in the country and around the world.

Some of the key provisions of the new intellectual property and innovation law in France are:

\* An introduction of a new patent and trademark (P&T) control and approval process, for all businesses and organizations in France, that are involved in or plan to be involved in a P&T application, and that meet the eligibility and compliance criteria.

\* An enhancement of the copyright and trade secret rules and procedures, with a reduction in the number of copyright and trade secret categories, from the current three categories to a new two categories, and an increase in the copyright and trade secret transparency and predictability targets, from the current minimum of 70% to a new minimum of 90%, for all businesses and organizations in France.

\* An encouragement of the research and development (R&D) and innovation, with an introduction of a new R&D and innovation label, for all products, services, and companies in France, that are designed, developed, or used for the purpose of promoting, facilitating, or supporting R&D and innovation, and that meet the eligibility and compliance criteria.

The new intellectual property and innovation law in France will have a significant and far-reaching impact on the way of working of businesses and organizations in the country and around the world, and will require them to adapt and adjust their research and development, product design, branding, and other practices and policies, to ensure their compliance and competitiveness.